

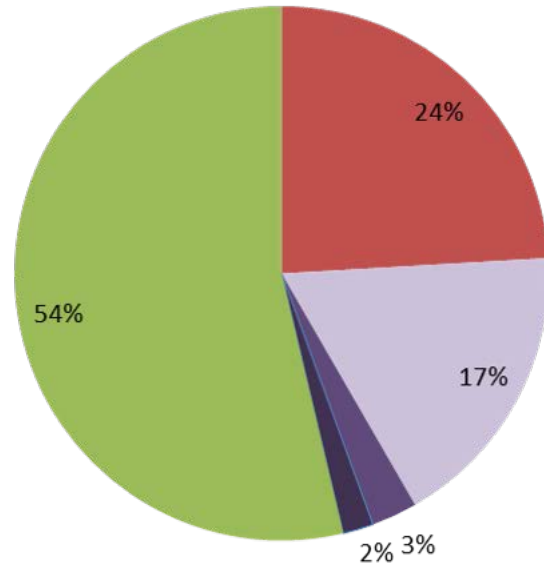


INTERACTIVE

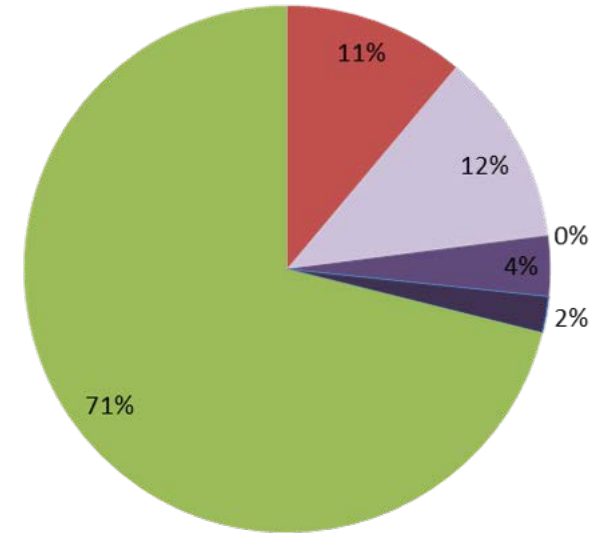
ALL PRODUCT - DEC 02

FY15-Sprint 03

FY15-Sprint 04



■ Open ■ In Progress ■ In QA ■ Resolved ■ Awaiting Fixes ■ Closed



■ Open ■ In Progress ■ In QA ■ Resolved ■ Awaiting Fixes ■ Closed



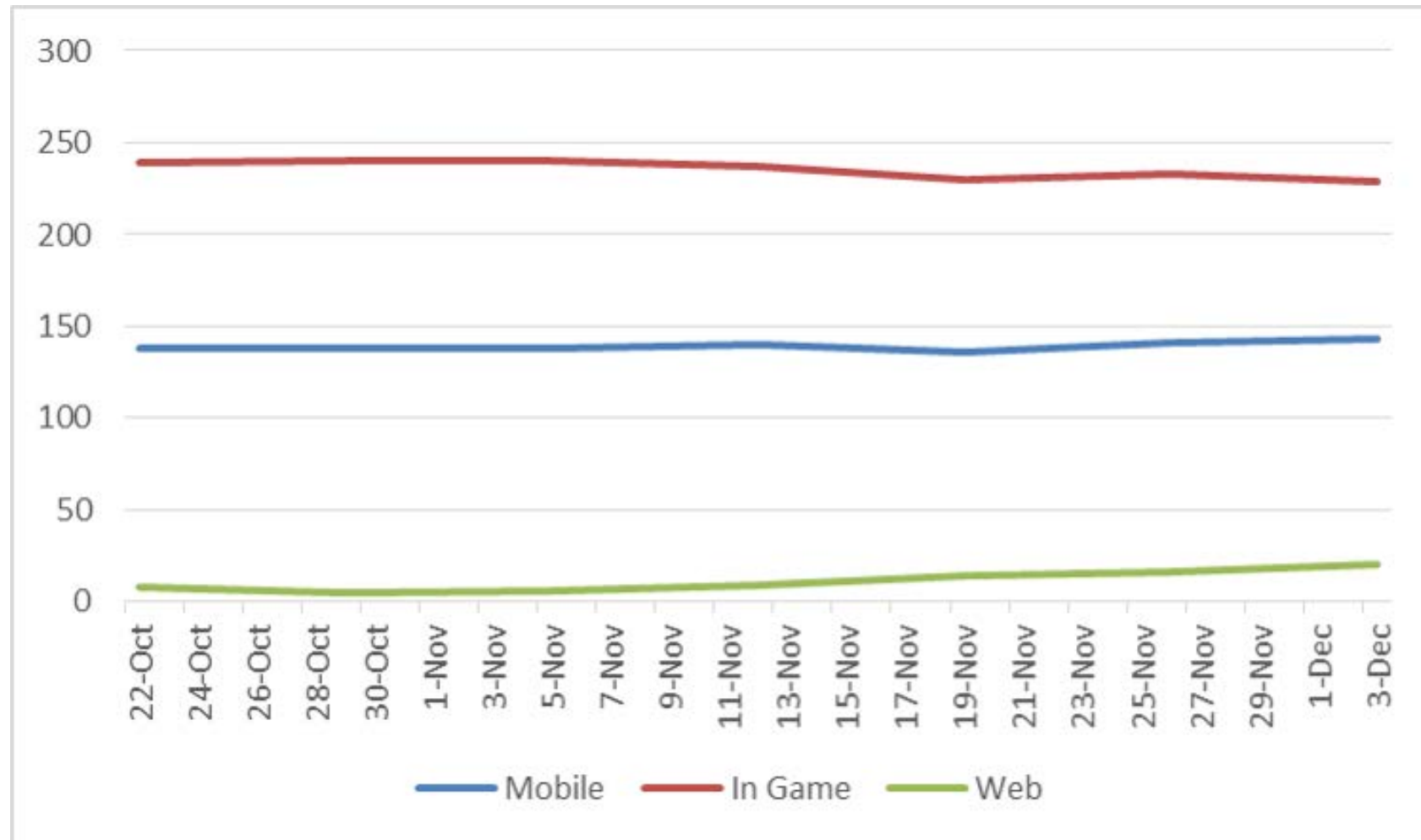
Upcoming Releases

- 1204 Puffle Wild Global Launch
 - Thursday Launch!!!
- 1217 Merry Walrus Party & Coins for Change
- 1218 CP Android 1.0
- 0121 Star Wars Party
- 0204 Sound Studio
- 0306 Sled Racer 2.0 (tentative)

Disney
INTERACTIVE



Live Bugs



Disney
INTERACTIVE



Game Stop Landing Page

Discover the Club Penguin Apps



Available on the
App Store



Available on the
App Store



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Discover the Club Penguin Apps



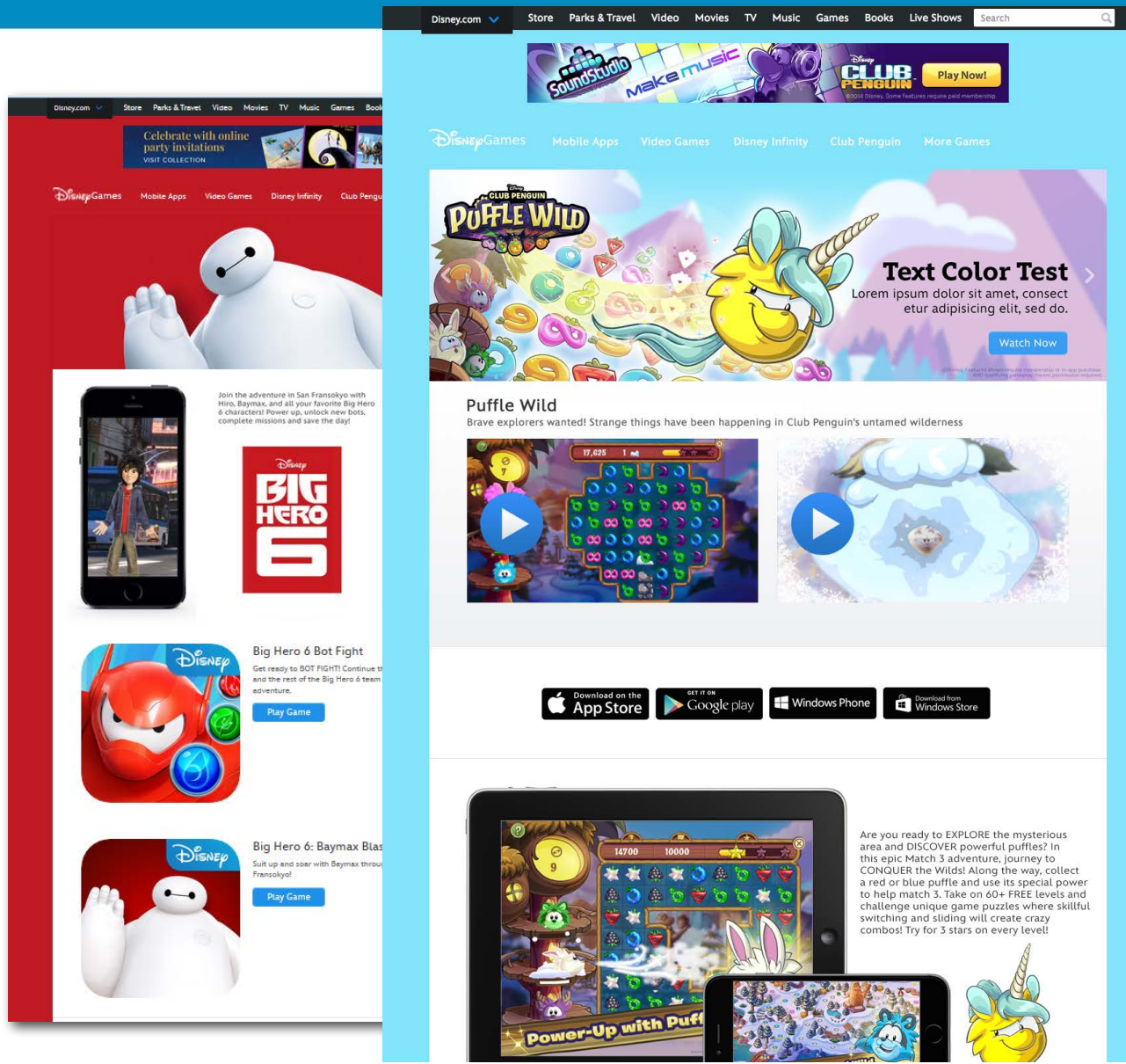
Available on the
App Store



Available on the
App Store

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Puffle Wild - Disney.com & Disney Channel



Game On

Live: Dec 4th - Dec 31st

Airtime: 30-40 spots

Reach: 6M+ impressions

BOGO Campaign

Internal Media

Disney CLUB PENGUIN

Membership Blog Fun Stuff Parents Products Help

Play Now!

Limited Time Offer Ends Jan. 6

Buy One, Gift One

Buy a 1 month membership & get a bonus month to give as a gift.

About Membership

Here's the membership code for your friend!

Disney CLUB PENGUIN Everything's More Fun with a Friend!

Buy One, Gift One

HERE'S YOUR GIFT CODE TO GIVE TO A FRIEND. There are two ways to redeem this code:

1. Print this email. Then give it to a friend to use at <https://secure.clubpenguin.com/membership/login/cad>

OR

2. Forward this email to a friend. Tell them to go to <https://secure.clubpenguin.com/membership/login/cad>. Then, they can log in or create a new penguin, and enter this code.

Disney CLUB PENGUIN

Membership Blog Safety Parents Products Apps Help

Play Now!

Membership

Canadian Dollar

Limited Time Offer Ends Jan. 6

Buy One, Gift One

Buy a 1 month membership & get a bonus month to give as a gift.

1 Month \$7.95 CAD per month \$7.95 recurring every month Buy 1 Month

6 Months \$6.65 CAD per month \$39.95 recurring every 6 months Buy 6 Months

12 Months \$5.00 CAD per month \$59.95 recurring every year Buy 12 Months

All memberships automatically renew unless canceled. *GST/HST and GST included, where applicable. Prices subject to change.

*Limited Time Offer from Nov 27, 2014 00:01 PST to Jan 6, 2015 23:59 PST. If you purchase a one month recurring membership you will receive a one month bonus membership gift code redeemable at [clubpenguin.com](https://secure.clubpenguin.com) to give to a friend. Accounts with an active membership or past active membership within the last 60 days cannot redeem the bonus code. The Club Penguin bonus membership gift code expires on February 6, 2015. Clubpenguin.com is a live service and may be discontinued at any time. Disney reserves the right to substitute and/or cancel the virtual items at any time. Please see <http://www.clubpenguin.com/terms-of-use/en> for more information.

External Media



Limited Time Offer Ends Jan. 6

Buy One, Gift One

Purchase a 1 month membership and gift one to a friend.

Learn More

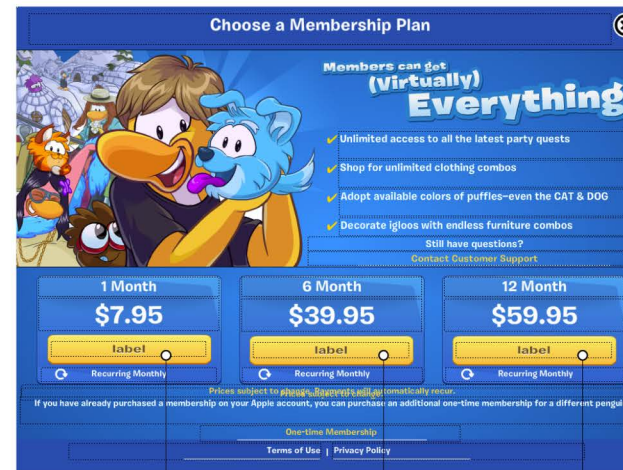
<p>Option 1 - Clearly explain the offer</p> <p>*uses buy one, gift one</p> <p>IMAGE 1 (ONE PRESENT)</p> <p>HEADLINE: CLUB PENGUIN BONUS OFFER</p> <p>COPY: Limited Time! Buy a one month membership, and get a bonus month for gift giving.</p>	<p>Option 1 - Clearly explain the offer</p> <p>*uses CP logo</p> <p>IMAGE 2 (MULTIPLE PRESENTS)</p> <p>HEADLINE: CLUB PENGUIN BONUS OFFER</p> <p>COPY: Limited Time! Buy a one month membership, and get a bonus month to give as a gift.</p>
<p>Option 2 - Communicate the offer and benefits of Membership</p> <p>*uses buy one, gift one</p> <p>IMAGE 1 (ONE PRESENT)</p> <p>HEADLINE: BUY ONE, GIFT ONE OFFER</p> <p>COPY: A Club Penguin membership means unlimited access! Buy one month & get one to give away.</p> <p>HEADLINE: CLUB PENGUIN</p> <p>COPY: A membership means unlimited access. Buy one month & get one to give away.</p>	<p>Option 2 - Communicate the offer and benefits of Membership</p> <p>*uses CP logo</p> <p>IMAGE 2 (MULTIPLE PRESENTS)</p> <p>HEADLINE: BUY ONE, GIFT ONE OFFER</p> <p>COPY: A Club Penguin membership means unlimited access! Buy one month & get one to give away.</p> <p>HEADLINE: CLUB PENGUIN</p> <p>COPY: A membership means unlimited access. Buy one month & get one to give away.</p>
<p>Option 3 - Communicate the offer and tie to holiday gift</p> <p>*uses buy one, gift one</p> <p>IMAGE 1 (ONE PRESENT)</p> <p>HEADLINE: THE GIFT OF MEMBERSHIP</p> <p>COPY: This holiday, buy a one month Club Penguin membership, and get one to give away.</p> <p>HEADLINE: A MEMBERSHIP GIFT</p> <p>COPY: Buy a one month Club Penguin membership, and get a bonus month to give away.</p>	<p>Option 3 - Communicate the offer and tie to holiday gift</p> <p>*uses CP logo</p> <p>IMAGE 2 (MULTIPLE PRESENTS)</p> <p>HEADLINE: THE GIFT OF MEMBERSHIP</p> <p>COPY: This holiday, buy a one month Club Penguin membership, and get one to give away.</p> <p>HEADLINE: A MEMBERSHIP GIFT</p> <p>COPY: Buy a one month Club Penguin membership, and get a bonus month to give away.</p>
<p>Option 4 - Explain the offer and reinforce it's only available for a limited time</p> <p>*uses buy one, gift one</p> <p>IMAGE 1 (ONE PRESENT)</p> <p>HEADLINE: LIMITED TIME BONUS OFFER</p> <p>COPY: Buy a 1 month Club Penguin membership, and get a bonus month to give away.</p> <p>HEADLINE: GET VIRTUALLY EVERYTHING</p> <p>COPY: Club Penguin membership means unlimited access! Hurry to get a buy one, gift one offer.</p>	<p>Option 4 - Explain the offer and reinforce it's only available for a limited time</p> <p>*uses CP logo</p> <p>IMAGE 2 (MULTIPLE PRESENTS)</p> <p>HEADLINE: LIMITED TIME BONUS OFFER</p> <p>COPY: Buy a 1 month Club Penguin membership, and get a bonus month to give away.</p> <p>HEADLINE: GET VIRTUALLY EVERYTHING</p> <p>COPY: Club Penguin membership means unlimited access! Hurry to get a buy one, gift one offer.</p>
<p>Option 5 - Quirky headline to grab attention</p> <p>*uses buy one, gift one</p> <p>IMAGE 1 (ONE PRESENT)</p> <p>HEADLINE: MORE FUN WITH FRIENDS</p> <p>COPY: Buy a 1 month Club Penguin membership & get a bonus month to give away.</p> <p>HEADLINE: GIVE THEM UNLIMITED FUN</p> <p>COPY: Buy a 1 month Club Penguin membership & get a bonus month to give away.</p>	<p>Option 5 - Quirky headline to grab attention</p> <p>*uses CP logo</p> <p>IMAGE 2 (MULTIPLE PRESENTS)</p> <p>HEADLINE: GIVE THEM EVERYTHING</p> <p>COPY: Buy a 1 month Club Penguin membership & get a bonus month to give away.</p> <p>HEADLINE: GIVE THEM PETS & IGLOOS</p> <p>COPY: Buy a 1 month Club Penguin membership & get a bonus month to give away.</p>
<p>Option 6 RETAIL</p> <p>*uses buy one, gift one</p> <p>IMAGE 1 (ONE PRESENT)</p> <p>HEADLINE: DISNEY SPECIAL OFFER</p> <p>COPY: Limited time holiday offer! Buy a 1 month Club Penguin membership & get a month to give away.</p>	<p>Option 6 RETAIL</p> <p>*uses CP logo</p> <p>IMAGE 2 (MULTIPLE PRESENTS)</p> <p>HEADLINE: DISNEY SPECIAL OFFER</p> <p>COPY: Limited time holiday offer! Buy a 1 month Club Penguin membership & get a month to give away.</p>
<p>Option 7 GAMER FOCUS</p> <p>*uses buy one, gift one</p> <p>IMAGE 1 (ONE PRESENT)</p> <p>HEADLINE: CLUB PENGUIN GAMES</p> <p>COPY: Membership means unlimited access! Buy 1 month and get a bonus month to give as a gift.</p>	<p>Option 7 GAMER FOCUS</p> <p>*uses CP logo</p> <p>IMAGE 2 (MULTIPLE PRESENTS)</p> <p>HEADLINE: TONS OF GAMES</p> <p>COPY: Membership means unlimited access! Buy 1 month and get a bonus month to give as a gift.</p>

BOGO On Mobile

Launching Android with the BOGO promotion (first mobile promotion)



iOS (unchanged)



Android



Merry Walrus

Merry Walrus Party

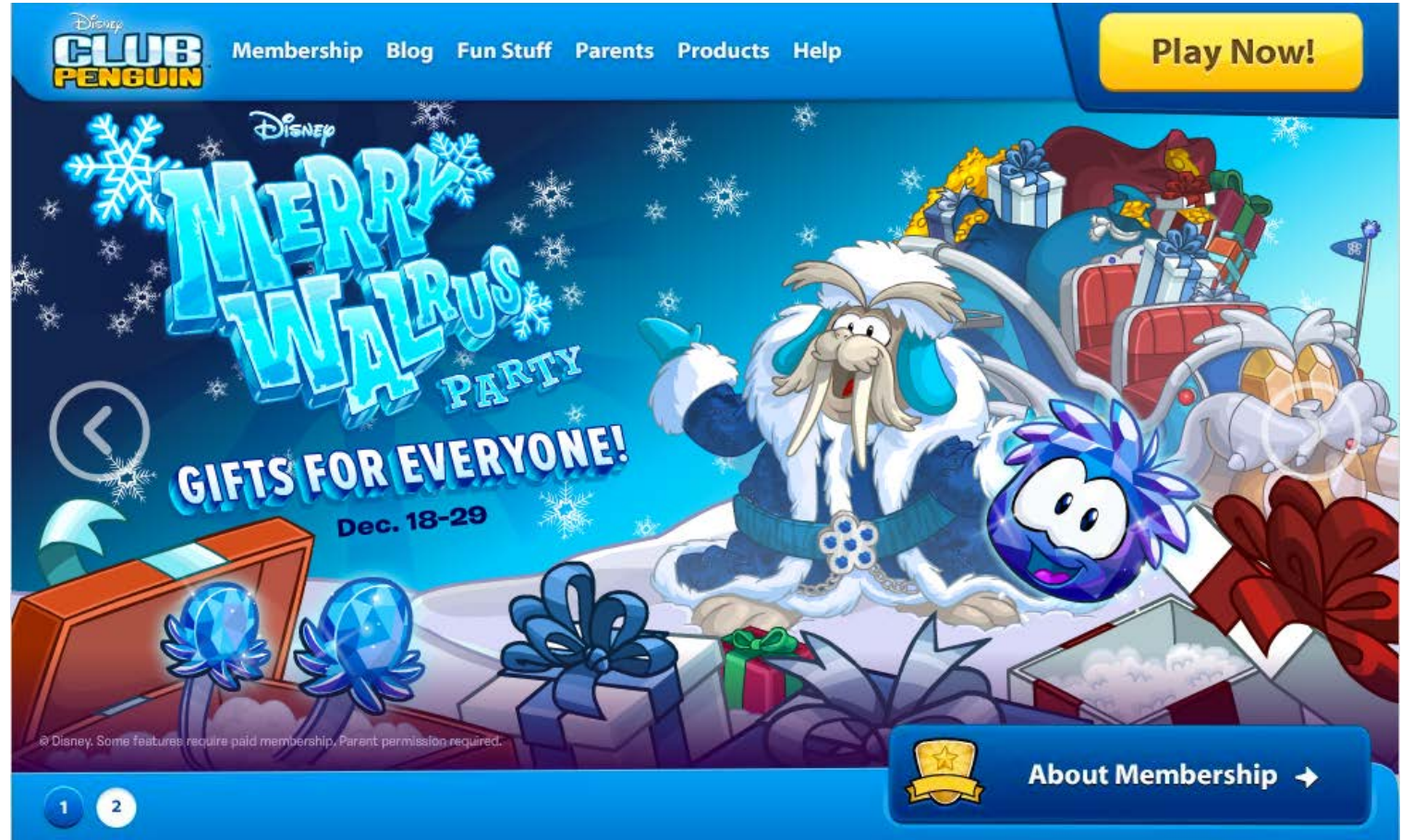
- Internal Campaign
- Apple / Android Holiday Featuring
- Disney Mobile / UA Android campaign

Merry Walrus Special

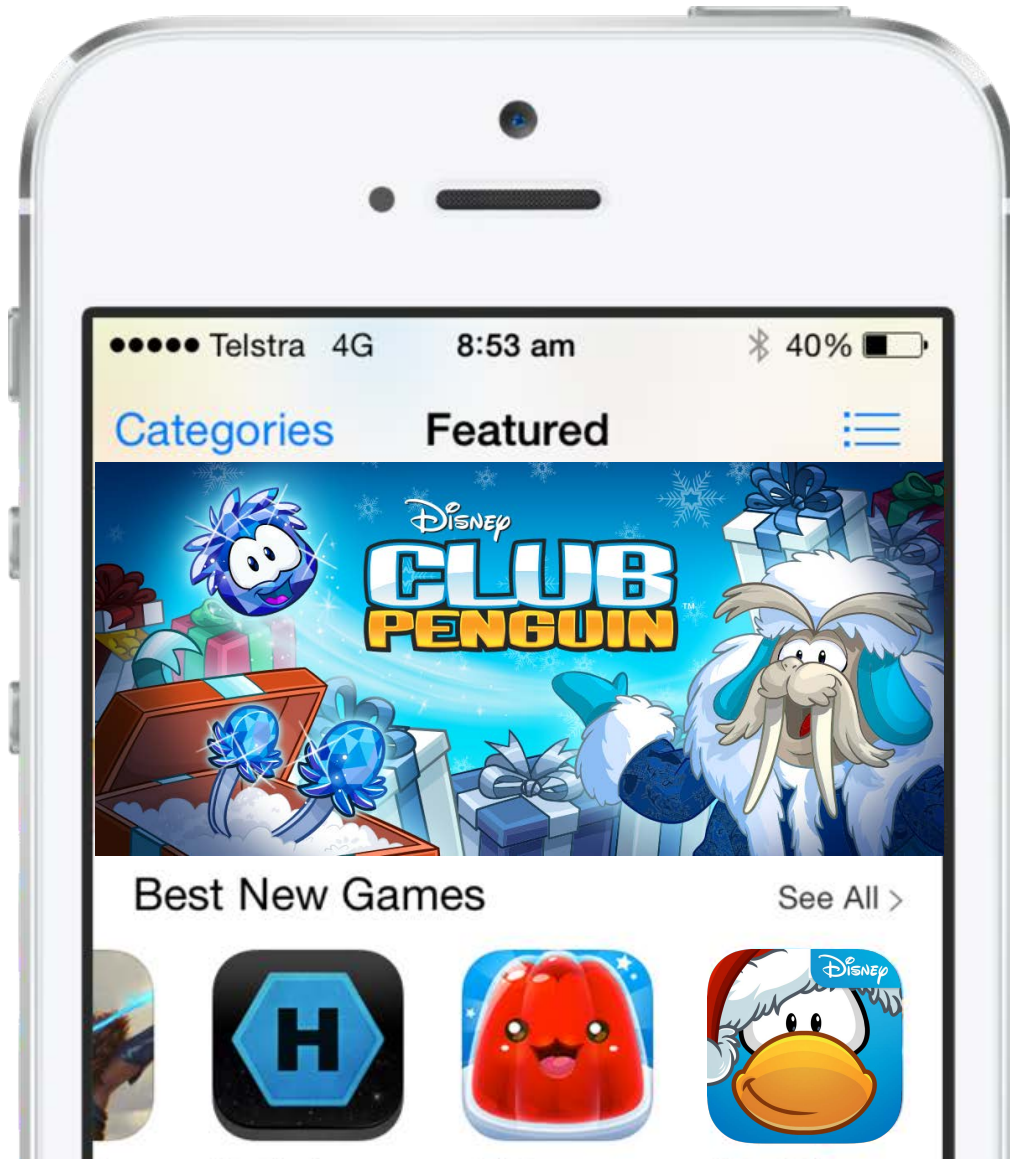
- Supporting Global Launch
- Distribution Plans Include...
 - EMEA Disney Channel
 - NAM/LATAM Disney Channel (pending)
 - iTunes/Google Play/Amazon

Merry Walrus Float - Disney Parade

- On Air Xmas Day
- Script Development
- Community Engagement Plans



App Icon & Featuring Banner



Merry Walrus Short - Character Clips



ROCKHOPPER



SYDMULL



BLIZZARD



ROOFHOUSE



JANGRAH



LORNA

Coins For Change

Global Citizenship Strategy

- Referenced 'It Starts With You'
- Uniquely Club Penguin
- New Positioning 'Play for Change'

The Club Penguin community plays to change the world


- CFC - Play to donate coins
- Disney Bears - Costume/Role Play

Global Projects

- Play
- Internet Safety
- Conversation
- Education



CFC 2014 Landing Page


[Membership](#) [Blog](#) [Safety](#) [Parents](#) [Products](#) [Apps](#) [Help](#)

[Play Now!](#)

Coins For Change 2014

[Global Citizenship](#) | [Coins For Change 2014](#)

[Print This!](#)



Play For Change



We believe everyone deserves a safe, fun place to play, learn, and grow. So every year, during Coins For Change, players donate billions of coins to help change the world!


Want to help? Just log in, play games, and donate your virtual coins. The coins you donate help unlock real world projects!



These projects will share a \$1 Million (USD) donation that will help build schools, playgrounds, and libraries, and protect endangered animals and their habitats. Since 2007 we've donated over \$12 million to projects around the world.

Keep reading to learn more about where you're making a difference!

Learn how our players are helping

[Provide Medical Help](#)

[Protect the Earth](#)

[Build Safe Places](#)

Global Citizenship - Brand Guidelines

Use the 3D extrude that is done in this document for the full text art.



COINS FOR CHANGE

Use the 3D extrude that is done in this document for the gold text.



COINS FOR CHANGE

Expand your effects and convert all lines to fills.

COINS FOR CHANGE

Alter the color to these colors.

COINS FOR CHANGE

Clean up your art. Remove stray points and rough edges.

COINS FOR CHANGE

Copy and paste your wordmark into Flash.
Copy paste each piece of the wordmark onto it's own layer as shown.
Break each layer into art. Ensure art is clean and holes are filled.



Citizenship Programs: 2014 Implementation

Over the course of 2014, we will begin to transition the visual identities of Corporate Citizenship programs in coordination with relevant business unit partners.

Due to differences in each program's intent and the way it is executed, each program has a slightly different transition plan.

If you have any questions about how to use these logos in the next year, please contact Corporate.Citizenship@disney.com



Disney Worldwide Conservation Fund (DWCF)
The DWCF logo will continue to be used, as appropriate, during 2014.



Magic of Healthy Living (MOHL)
The MOHL logo will transition to a wordmark in 2015. Please continue to use existing collateral and campaigns that features the MOHL logo throughout 2014. For new efforts, please contact the program director. Wherever possible, please use the color palette for Live Healthier for continuity.



Mickey Check
The Mickey Check will NOT be changed and will continue to be used indefinitely. The Mickey Check is intended to be a seal of approval or product endorsement. It should be treated separately from Be Inspired.



TryIt!
The TryIt! campaign, a call-to-action, will continue to be used by the business units that support it. In 2015, the logo lock up will transition to be locked up with "Disney" and not with "Disney Magic of Healthy Living."



Friends for Change
The Friends for Change logo may continue to be used in 2014, during development of the Signature Program. Where possible, the Be Inspired logo should also be used and Be Inspired messaging should be reinforced.



Matching Gifts
For legal reasons related to this program's relationship with the company's Foundation, the Disney Employee Matching Gifts program logo should continue to be used as is until further notice.

BE INSPIRED Identity Guidelines

QUESTIONS? Contact the BE INSPIRED Disney Citizenship Identity Team at Corporate.Citizenship@disney.com

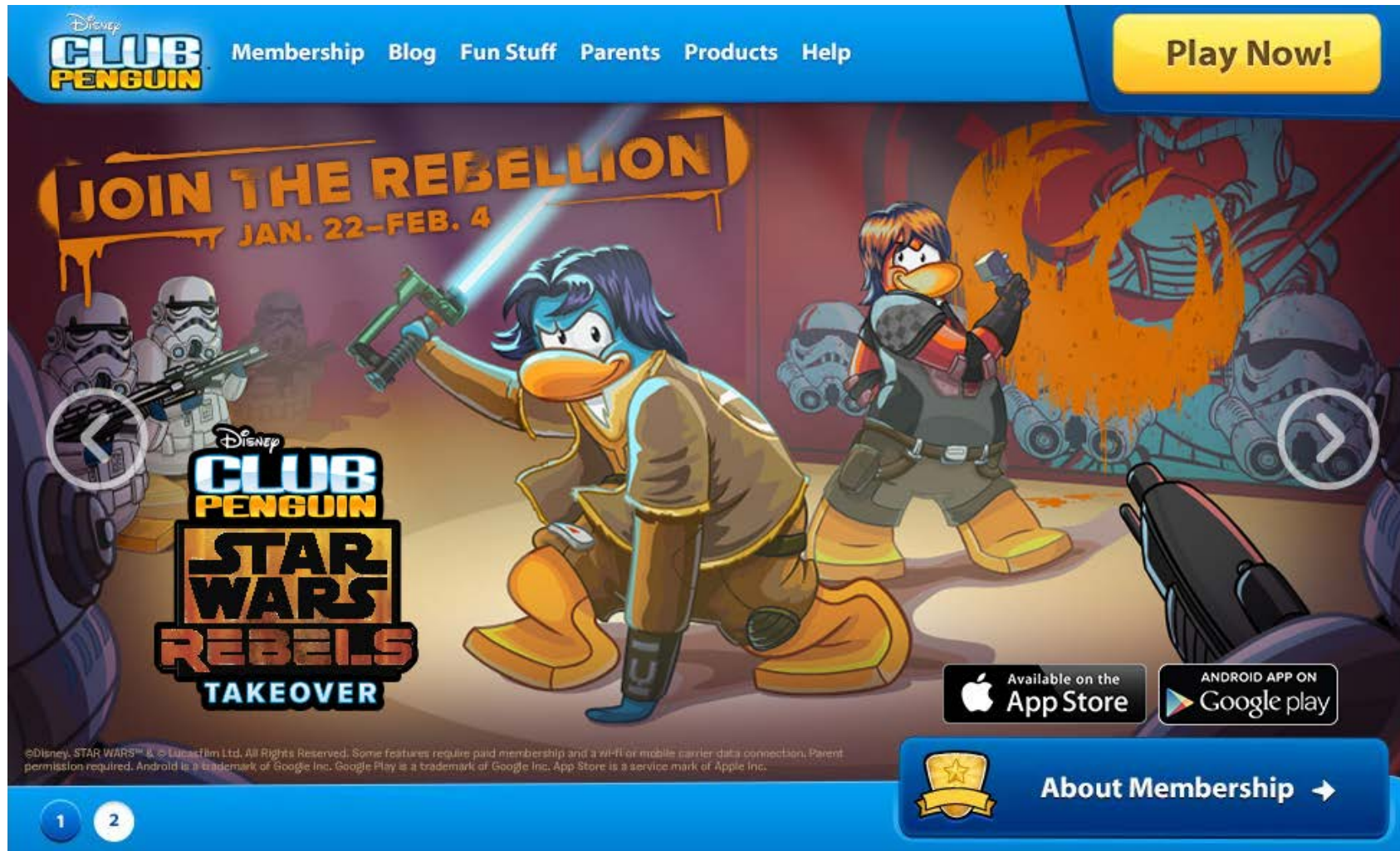
11



Star Wars - Logo Concepts



Star Wars - Billboard



This billboard promotes the 'Star Wars Rebels Takeover' event for Disney Club Penguin. The central illustration features two penguin characters in Rebel attire: one in a brown jacket and orange pants, the other in a grey vest and orange pants, both holding blasters. They are surrounded by Stormtroopers and a fiery background. The text 'JOIN THE REBELLION' is prominently displayed in a dripping paint style, with the dates 'JAN. 22-FEB. 4' below it. The 'Disney CLUB PENGUIN' logo is in the top left, and the 'STAR WARS REBELS TAKEOVER' logo is in the center. Navigation arrows are on the left and right sides. A 'Play Now!' button is in the top right. App store availability is noted at the bottom right, and an 'About Membership' link is in the bottom right corner. A small copyright notice is at the bottom left.

Disney CLUB PENGUIN Membership Blog Fun Stuff Parents Products Help

Play Now!

JOIN THE REBELLION
JAN. 22-FEB. 4

Disney CLUB PENGUIN
STAR WARS
REBELS
TAKEOVER

Available on the App Store

ANDROID APP ON Google play

©Disney, STAR WARS™ & © Lucasfilm Ltd. All Rights Reserved. Some features require paid membership and a wi-fi or mobile carrier data connection. Parent permission required. Android is a trademark of Google Inc. Google Play is a trademark of Google Inc. App Store is a service mark of Apple Inc.

1 2

About Membership →

Rockhopper Island - Fan Art



1.5.4 Release

- Holiday themed Icon
- iOS 6 game loading bug
- Release Dec. 17th



Disney
INTERACTIVE



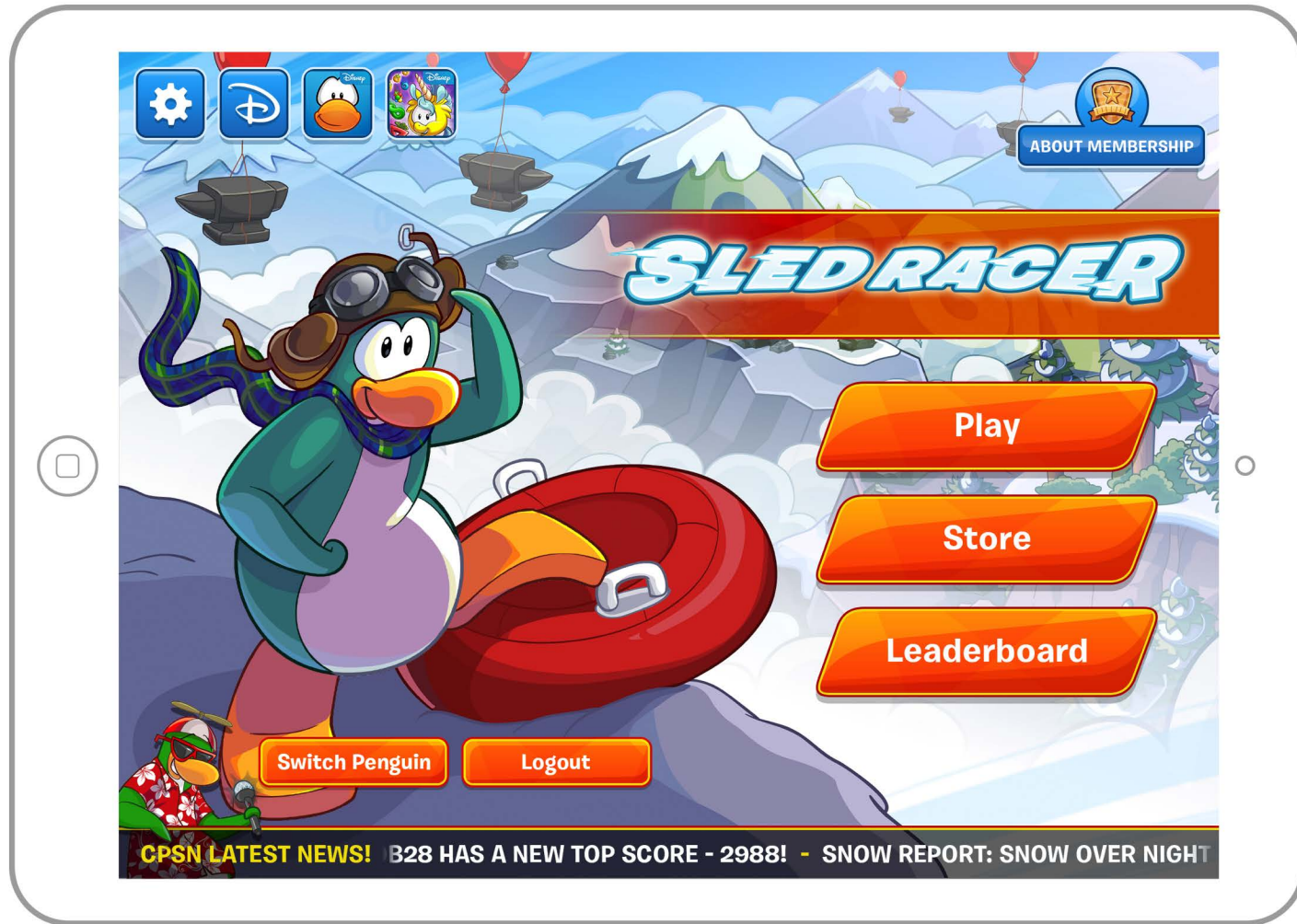
CPSN Sports Casters



Disney
INTERACTIVE



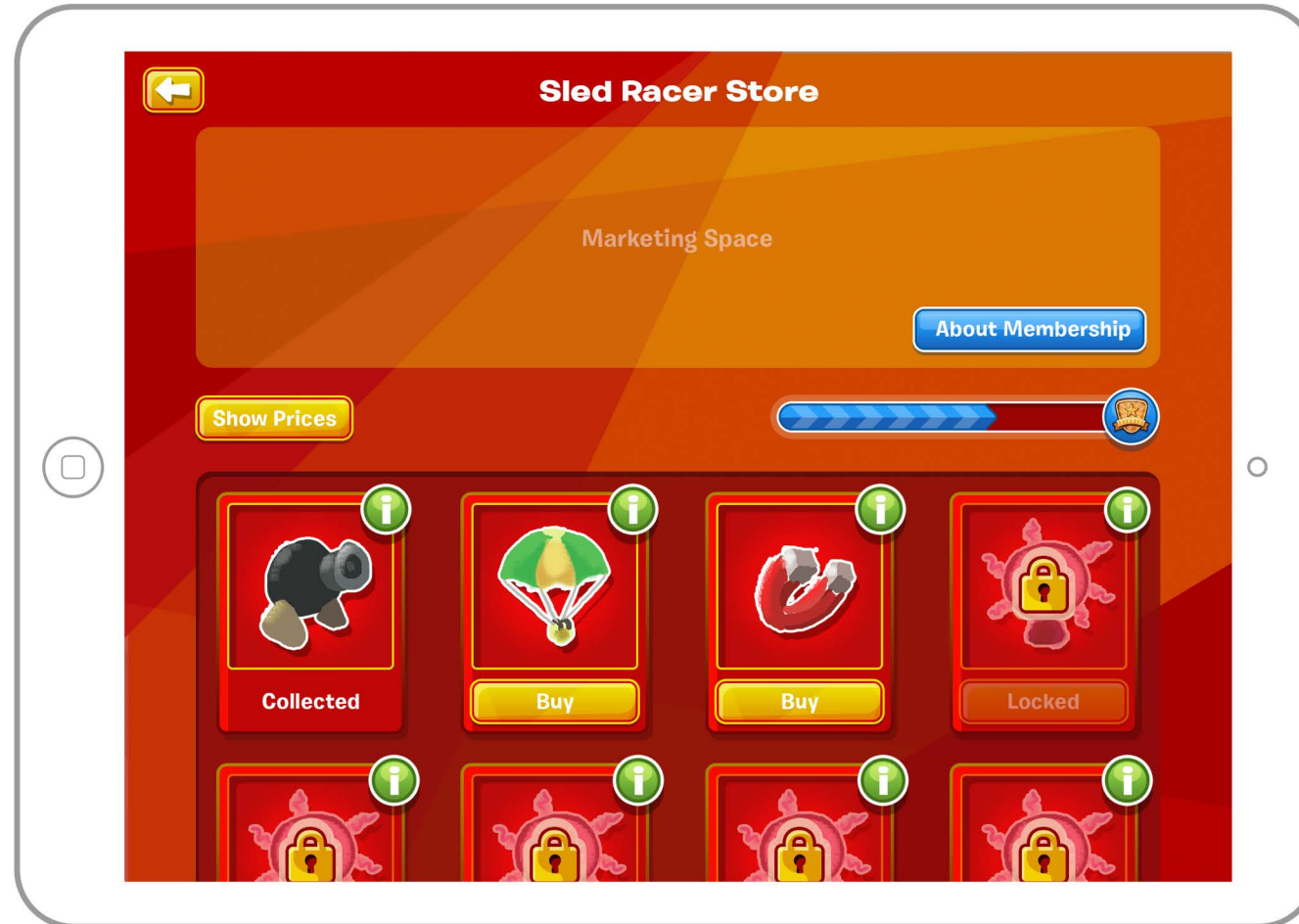
Main Menu



Disney
INTERACTIVE



Store Front



Disney
INTERACTIVE



Power-up Equip



Disney
INTERACTIVE



End Screen



Disney
INTERACTIVE



Leaderboard Stand Alone



Disney
INTERACTIVE

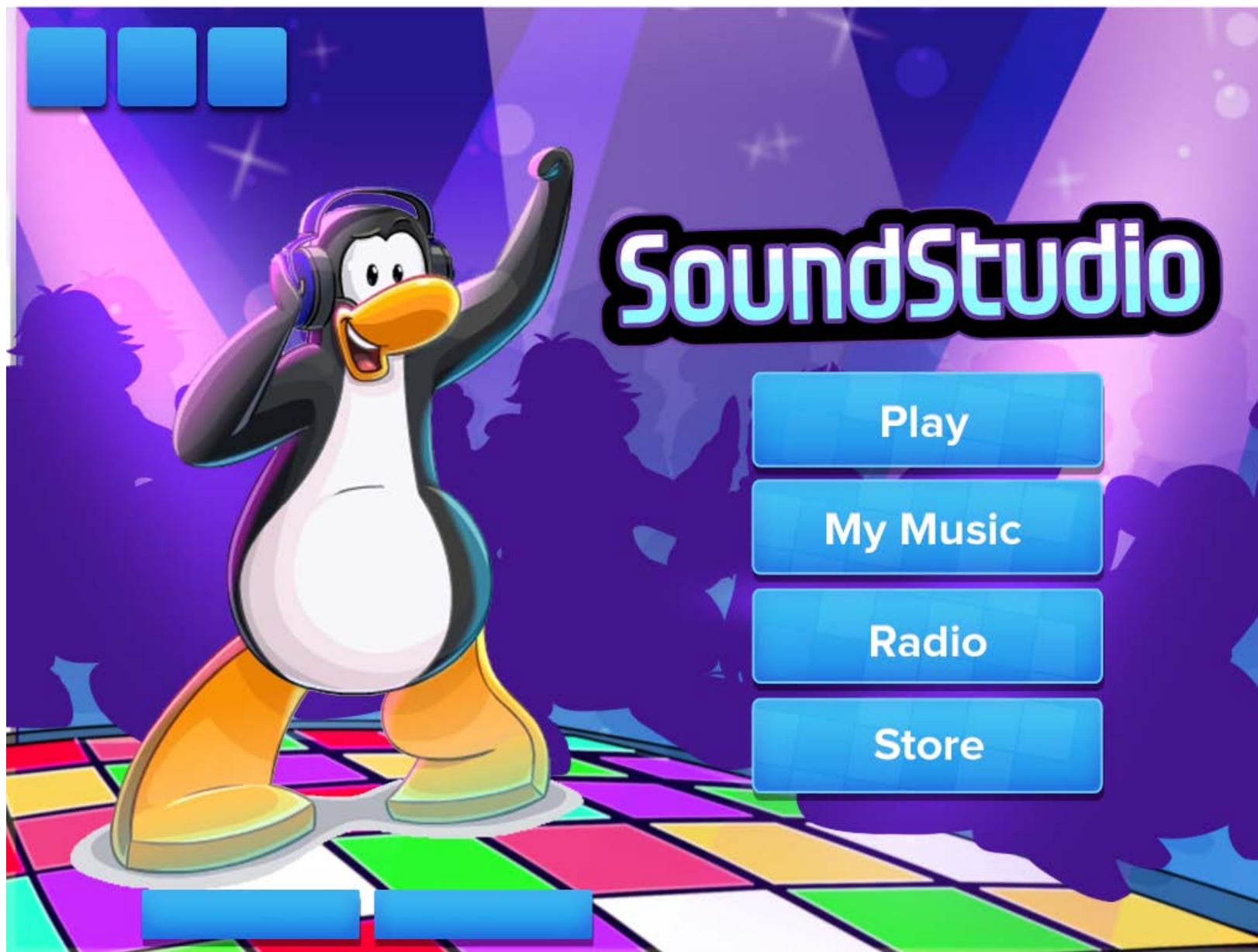


New Track Segments



Disney
INTERACTIVE





Disney
INTERACTIVE



Pick a Genre

Pop

Dubstep

Dance

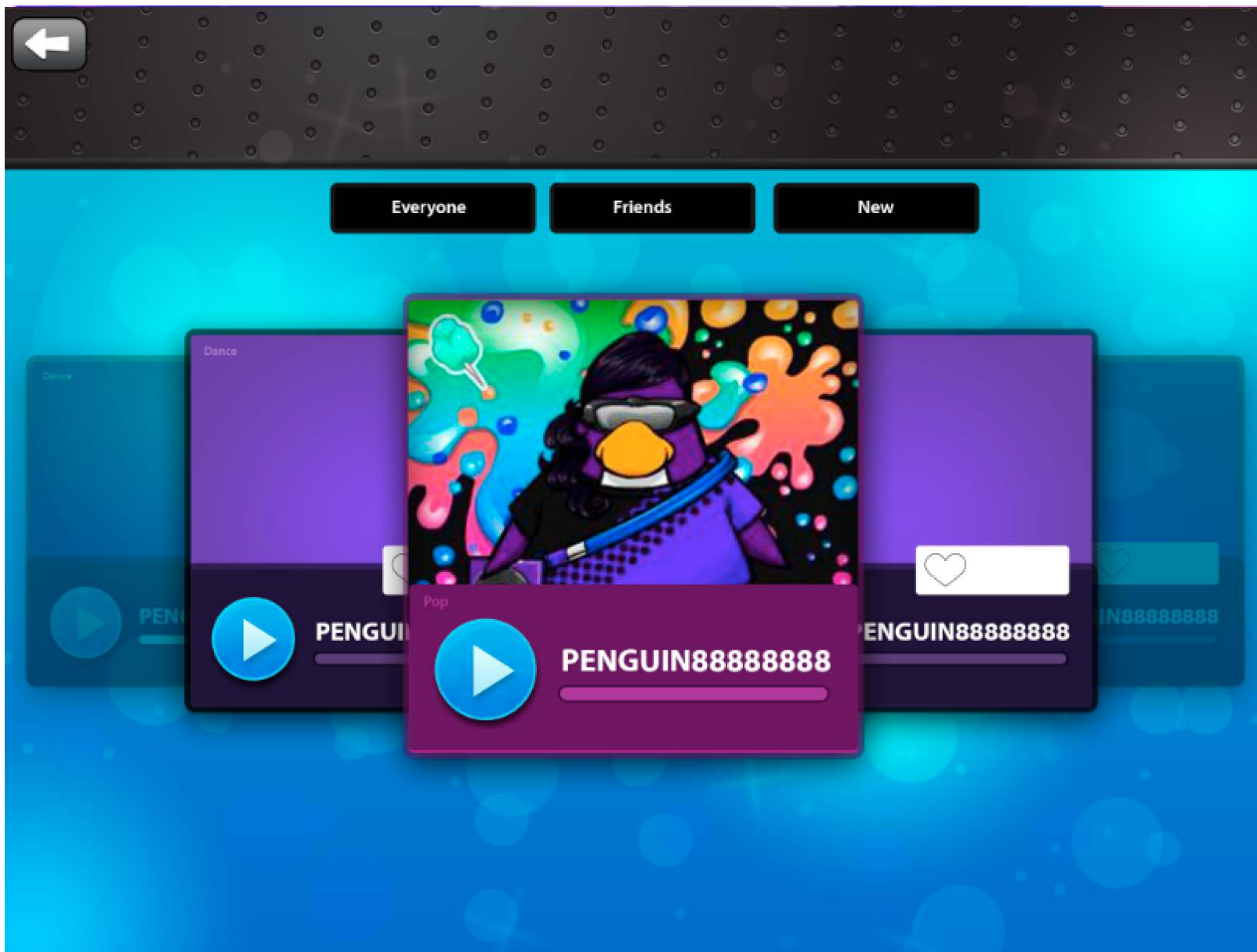
Spooky

Rock

Cadence

Disney
INTERACTIVE







X/24 Songs

Dance

XXXXXXXXXXXX
XXXXXXXXXXXX

sharing

off

synced

song played: xx

Pop

XXXXXXXXXXXX
XXXXXXXXXXXX

sharing

off

synced

song played: xx

Rock Song

XXXXXXXXXXXX
XXXXXXXXXXXX

sharing

off

synced

song played: xx

Dubstep Song

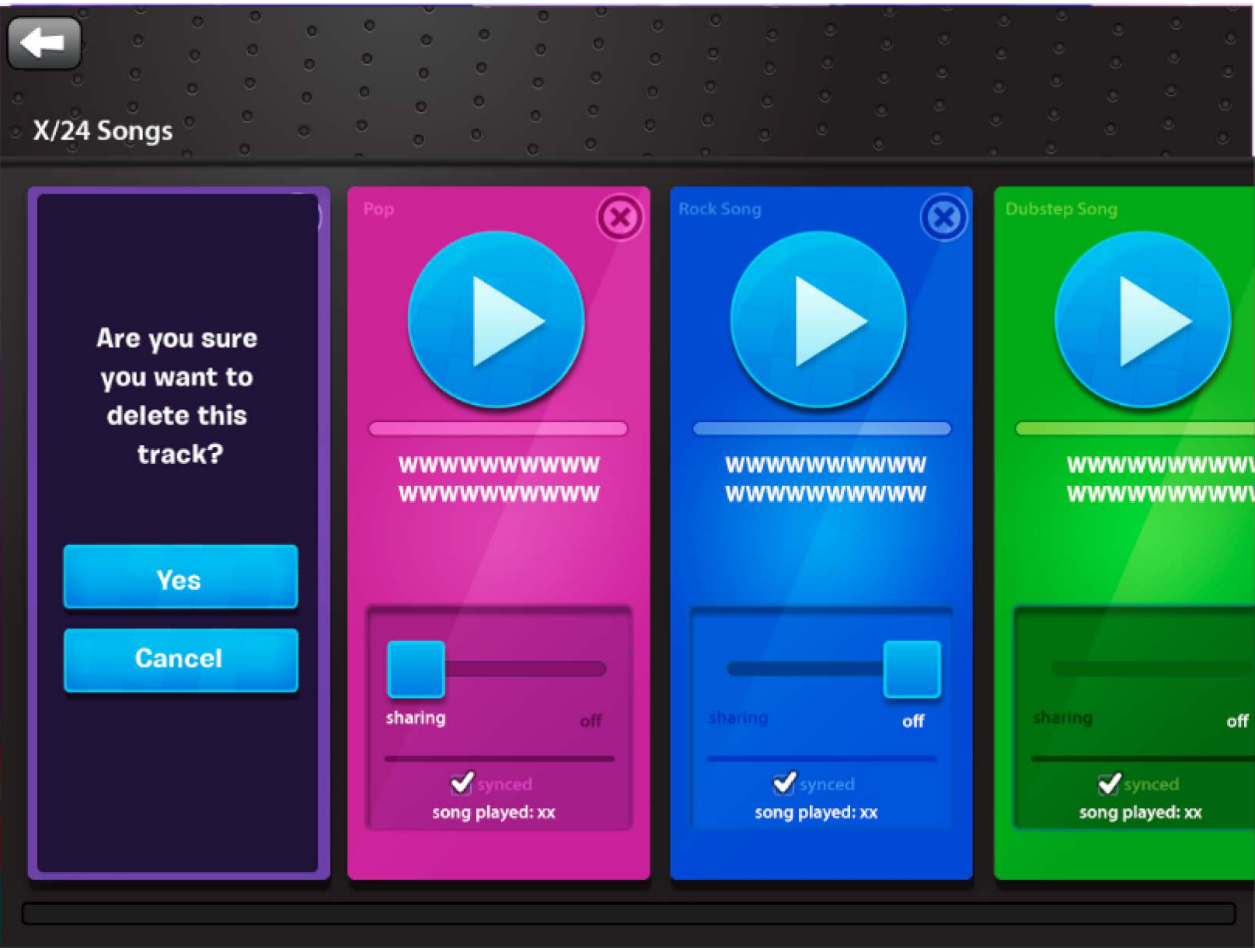
XXXXXXXXXXXX
XXXXXXXXXXXX

sharing

off

synced

song played: xx



Disney
INTERACTIVE





Disney
INTERACTIVE





Disney
INTERACTIVE



Merry Walrus Party



Merry Walrus Party



Merry Walrus Party



Merry Walrus Party



Merry Walrus Party



Merry Walrus Party



Merry Walrus Party



Merry Walrus Party



Merry Walrus Party



Merry Walrus Party



Merry Walrus Party



Merry Walrus Party



Merry Walrus Party



Merry Walrus Party



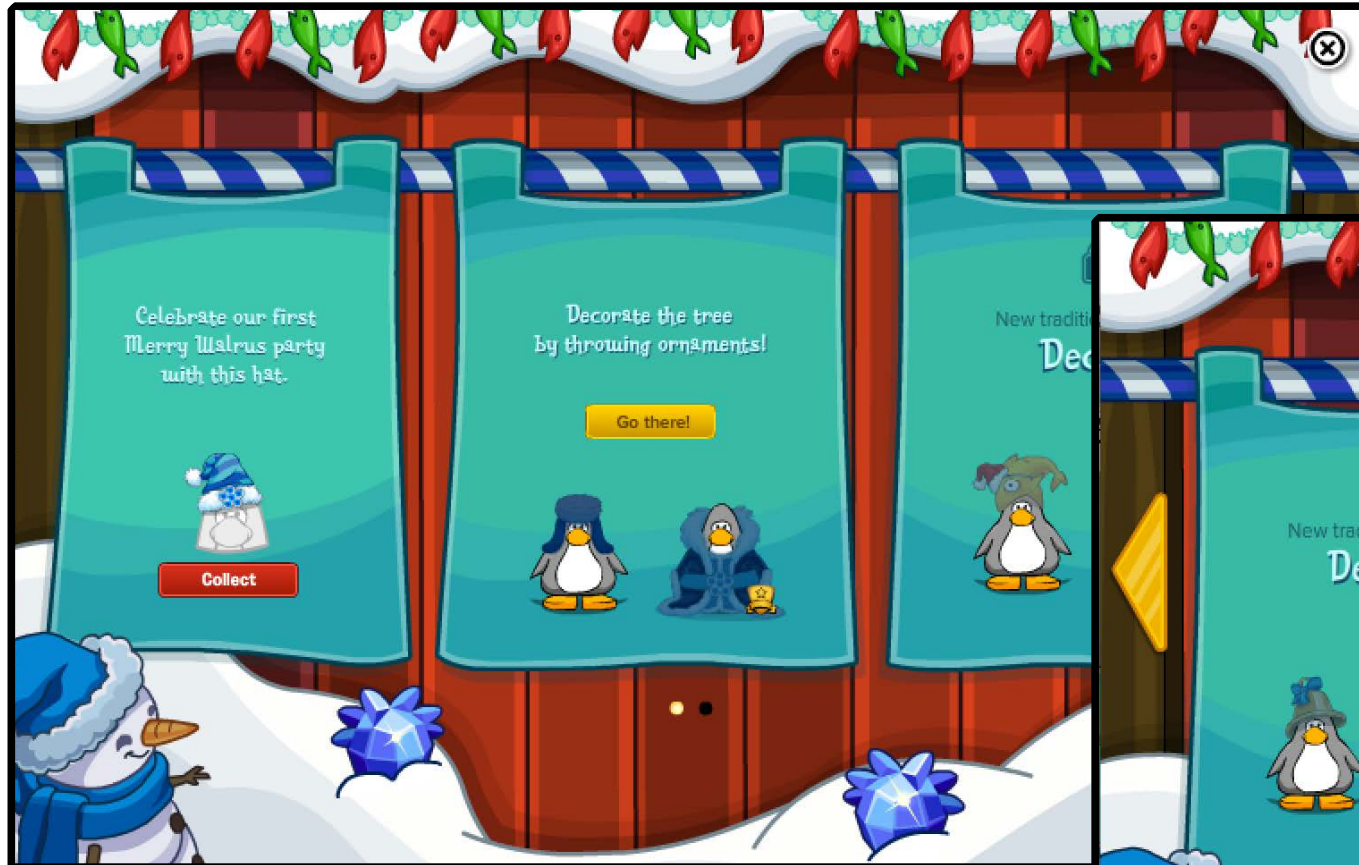
Merry Walrus Party



Merry Walrus Party



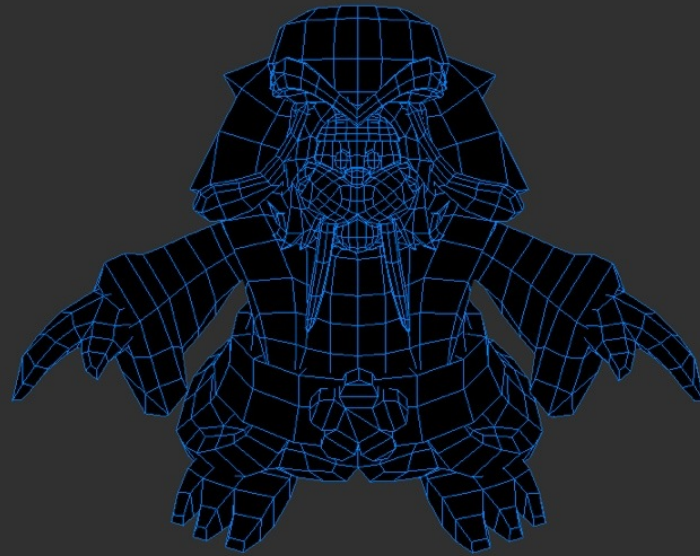
Merry Walrus Party



Merry Walrus Party



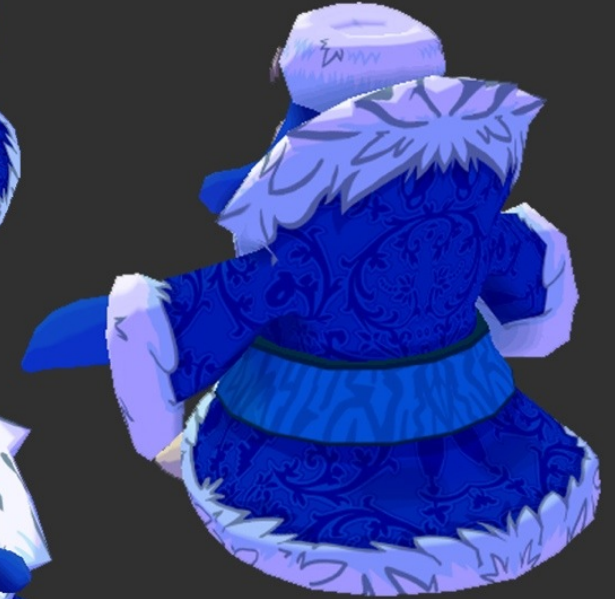
ZBRUSH Sculpt



Low
Poly



Low
Poly
- TEXTURED



Star Wars Rebels Party



Star Wars Rebels Party



Star Wars Rebels Party



Star Wars Rebels Party



Star Wars Rebels Party

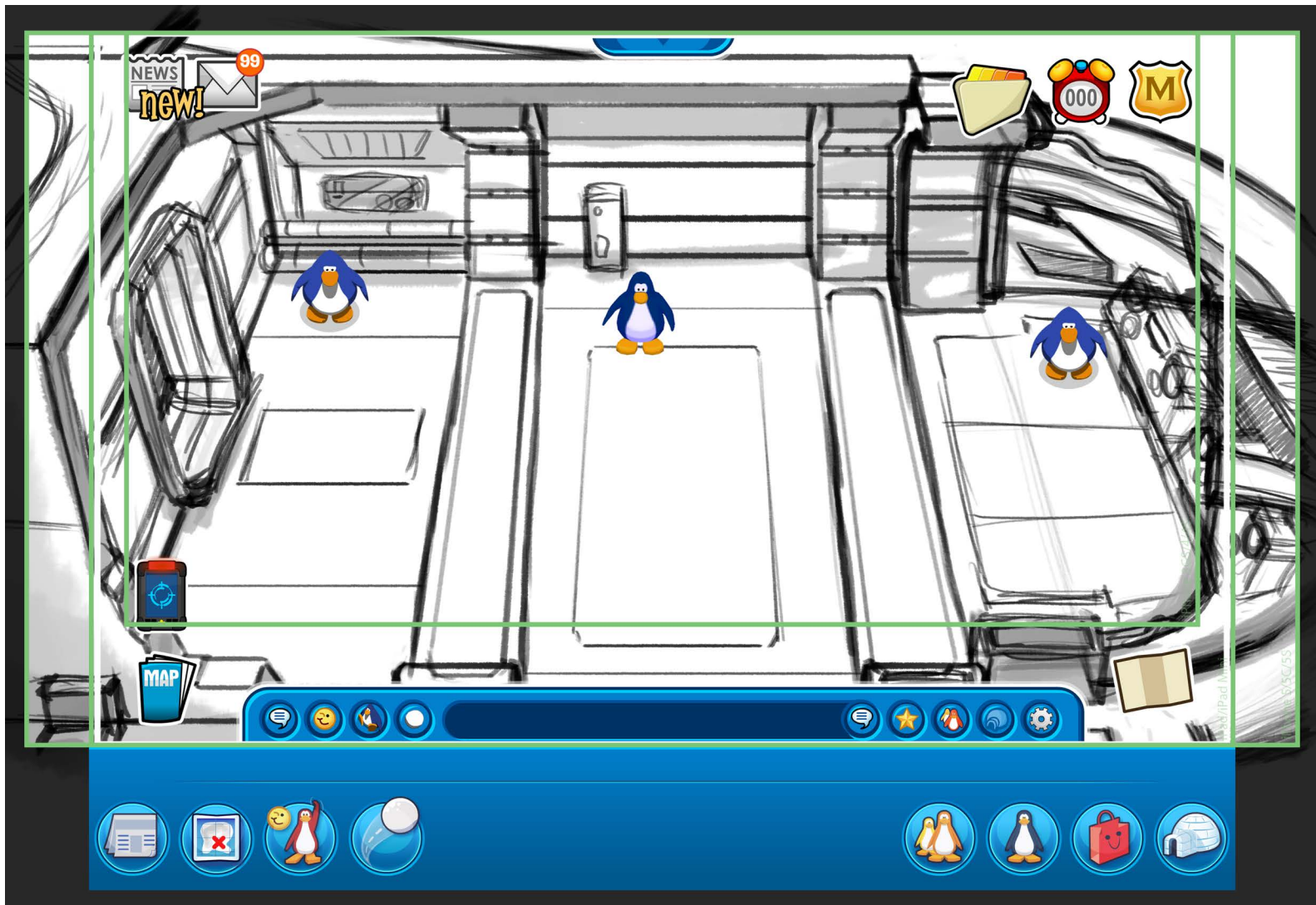


Star Wars Rebels Party



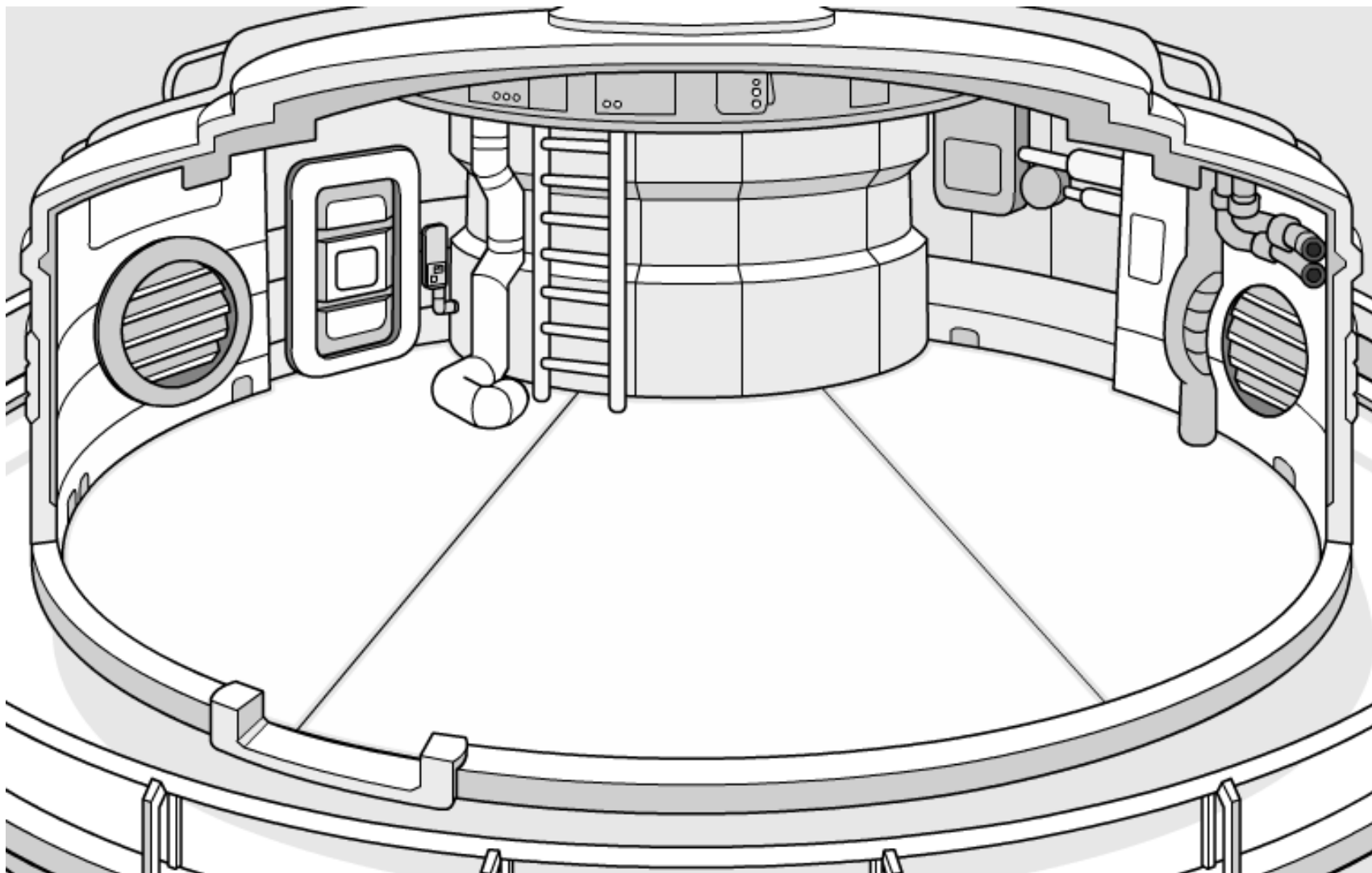
Star Wars Rebels Party





Disney
INTERACTIVE





Disney
INTERACTIVE





Disney
INTERACTIVE





Disney
INTERACTIVE





Disney
INTERACTIVE





Disney
INTERACTIVE





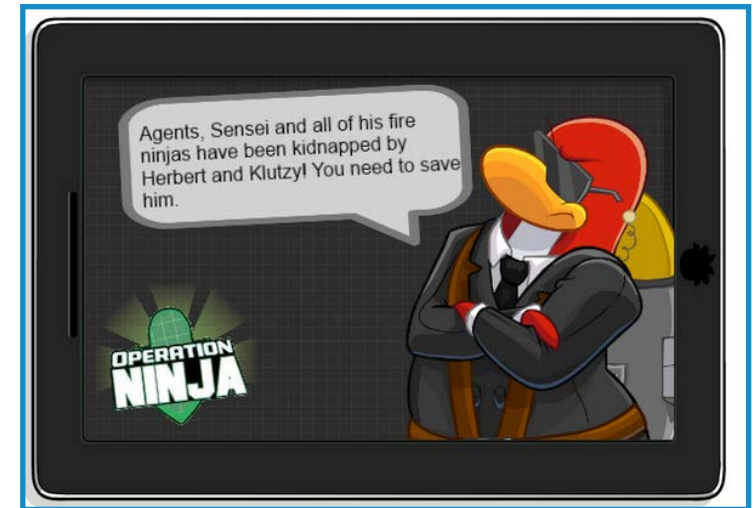
Disney
INTERACTIVE





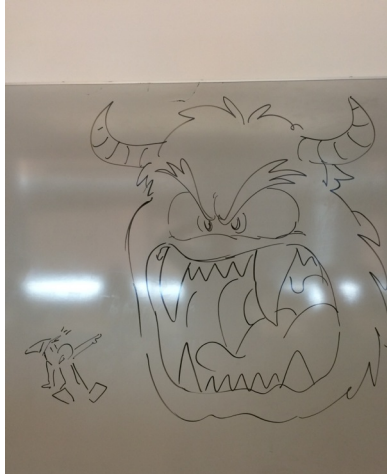
Operation Ninja

- Tusk and Herbert steal the elemental stones from the Dojo.
- Herbert uses the fire stone to warm up his new home in the Fire Dojo and heat up the island enough for some snow to melt. Tusk uses the water & snow gems to turn everything to ice.
- Sensei and his ninjas are kidnapped.
- Club Penguin seems doomed, until the agents and ninjas team up on Operation Ninja - a mission where they can become spy ninjas, rescue Sensei, and restore balance to the island.
- Tusk escapes with the shadow gem, but Herbert is captured. When the shadow gem is stolen, the puffles outside the Dojo awake.



Explore the Puffle Wild

There's mystery and adventure waiting in the wild.



Gonna Make You a Star



Cadence wants to make other people shine. She brings the community together throughout the year to celebrate Club Penguin's creativity.

Apps: Sound Studio, Movie Maker, Fashion App
TBA.

Web & Mobile: Character appearances, "launch parties".

Myth Seeding

Add story twists to the world and apps to drive engagement.

Respond to audience's reactions about myths by 'confirming' their theories, e.g. If you play Sled Racer for long enough, you'll see the Sasquatch.

Apps: Sled Racer, Arcade App.

Web & Mobile: Character appearances, Room Art Updates, etc.



SEEDLINGS

How we work- The process

- Blue Sky Brainstorms - Over 300+ ideas generated. Thanks to all involved!
- Themed Brainstorms narrowing on best opportunities
 - 1) Compulsion loop and Gameplay (find the fun first!)
 - 2) Synopsis of story and theme, Market high lvl exploration
 - 3) Mood board
 - 4) Concept art, in game and mood
 - 5) High lvl tech doc
 - 6) Prototype



Where we are at now

- Boiled down to 4 themes
 - 1) Town Builder
 - 2) Pets creator/ battle game
 - 3) Sports
 - 4) Still exploring Evergreen Disney IP to work with (Frozen, Princesses, etc)

Disney
INTERACTIVE



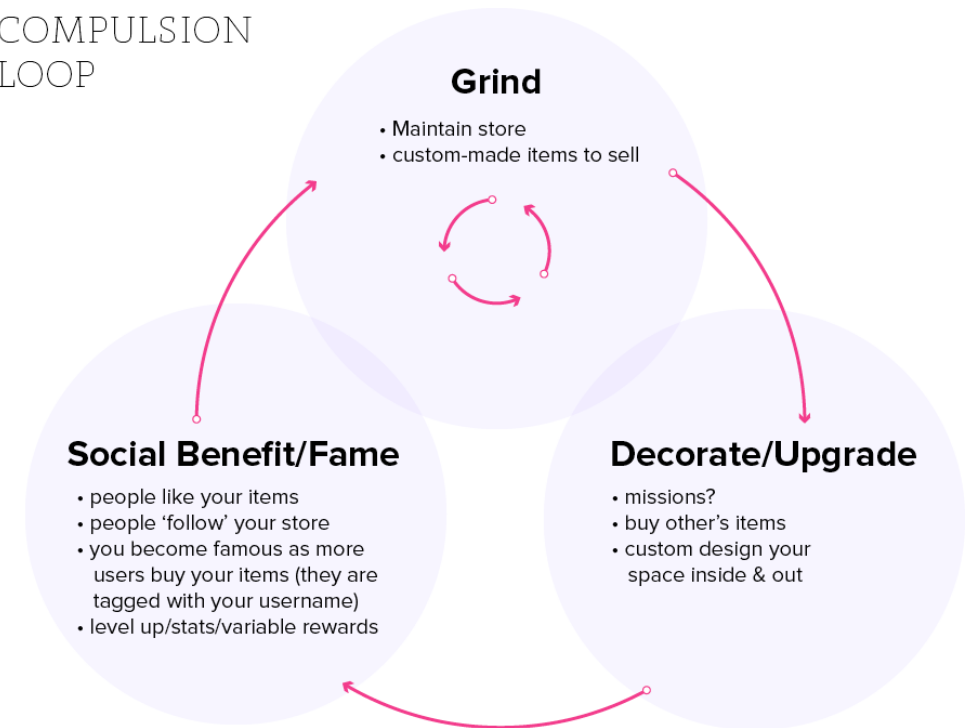
Concept #1 - Micro Market



- There's no place like this. You make it amazing.

You've arrived! Welcome to a world as unique as you are where you're the boss and the sky's the limit. Decide what you want to create, then start building, decorating, customizing, and personalizing. Make unique things, express who you are, sell and trade your items to others in the community, and get noticed for your creativity!

COMPULSION
LOOP



Disney
INTERACTIVE



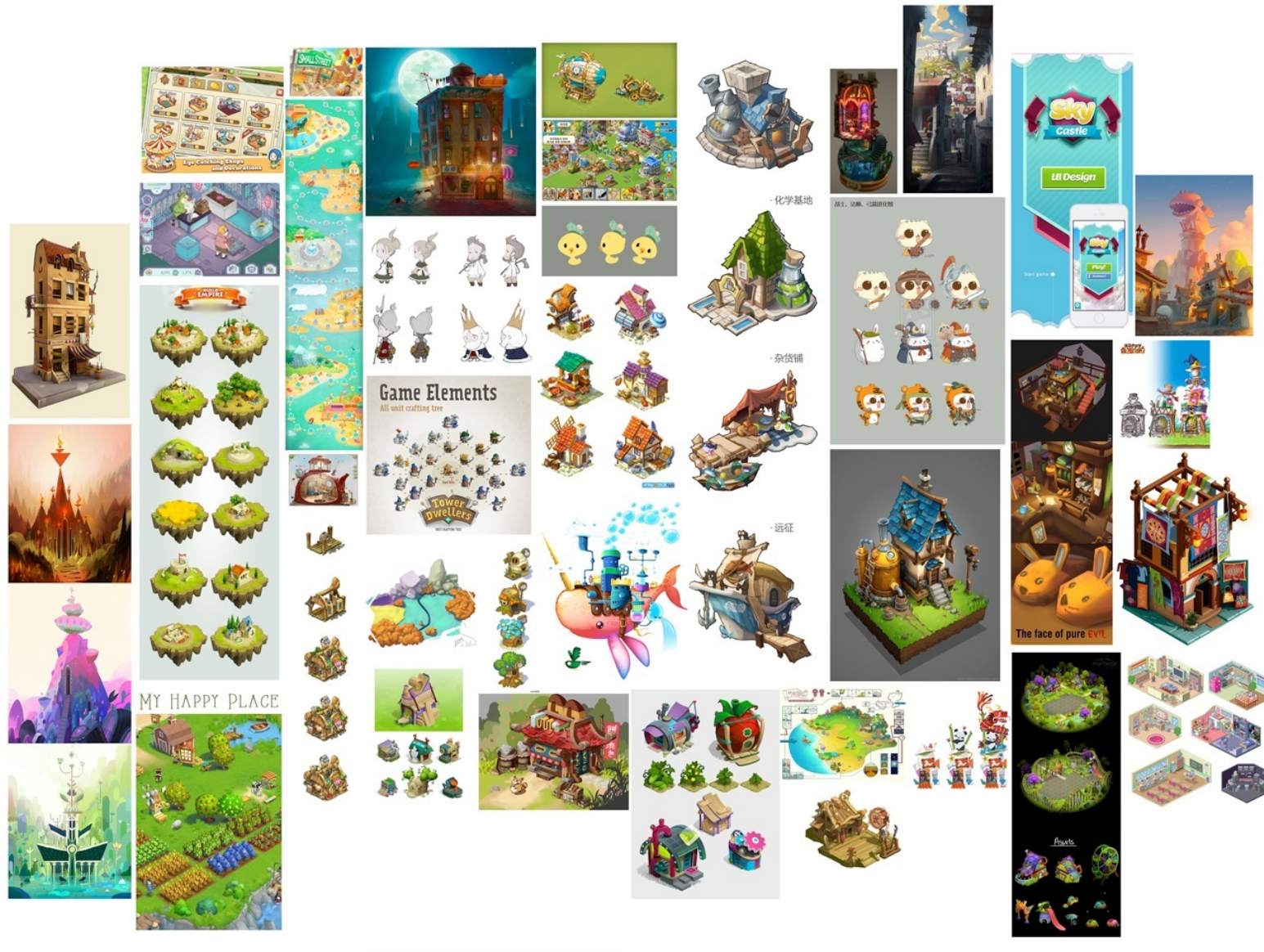
Concept #1 - Micro Market



Disney
INTERACTIVE



Concept #1 - Micro Market



Disney
INTERACTIVE



Concept #1 - Micro Market

战士、法师、弓箭手、盗贼



Character Stuff

There are so many Choices we need to make:

- Animals/Creatures vs Humans
- Head to Body Ratio
- Style of Eyes
- Difference between Male and Female
- How much Disneyesque (eg Kingdom Hearts)
- Length of Legs
- Do the limbs taper down or get fatter?



Anthro Characters



Humans



Tiny Body

Tiny Bodies



Round

FF Style



You can access the interior



Inside your shop you can sell your wares.

(You also have to clean, restock and maintain your store)

Style Options:

Very Simple:



Very Chunky:



More Details:



This might be too detailed for small screens (phones)

Example:
Potion Maker Shop



Starting Out



Leveling Up and Decorating



Night Cycle
- Sweet Lighting



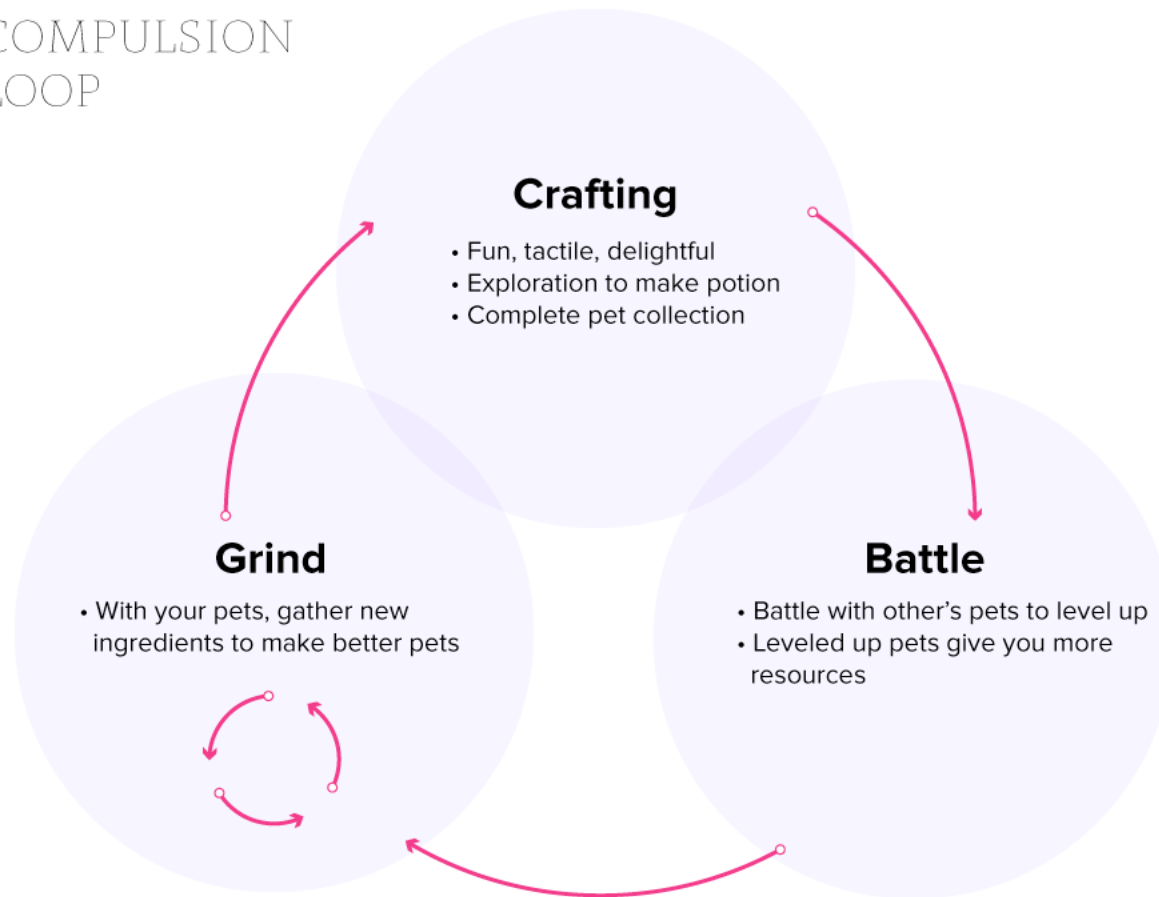
Higher Level
(employees to help out)

You are not limited, you can keep expanding your shop for ever! (Maybe it keeps getting taller)

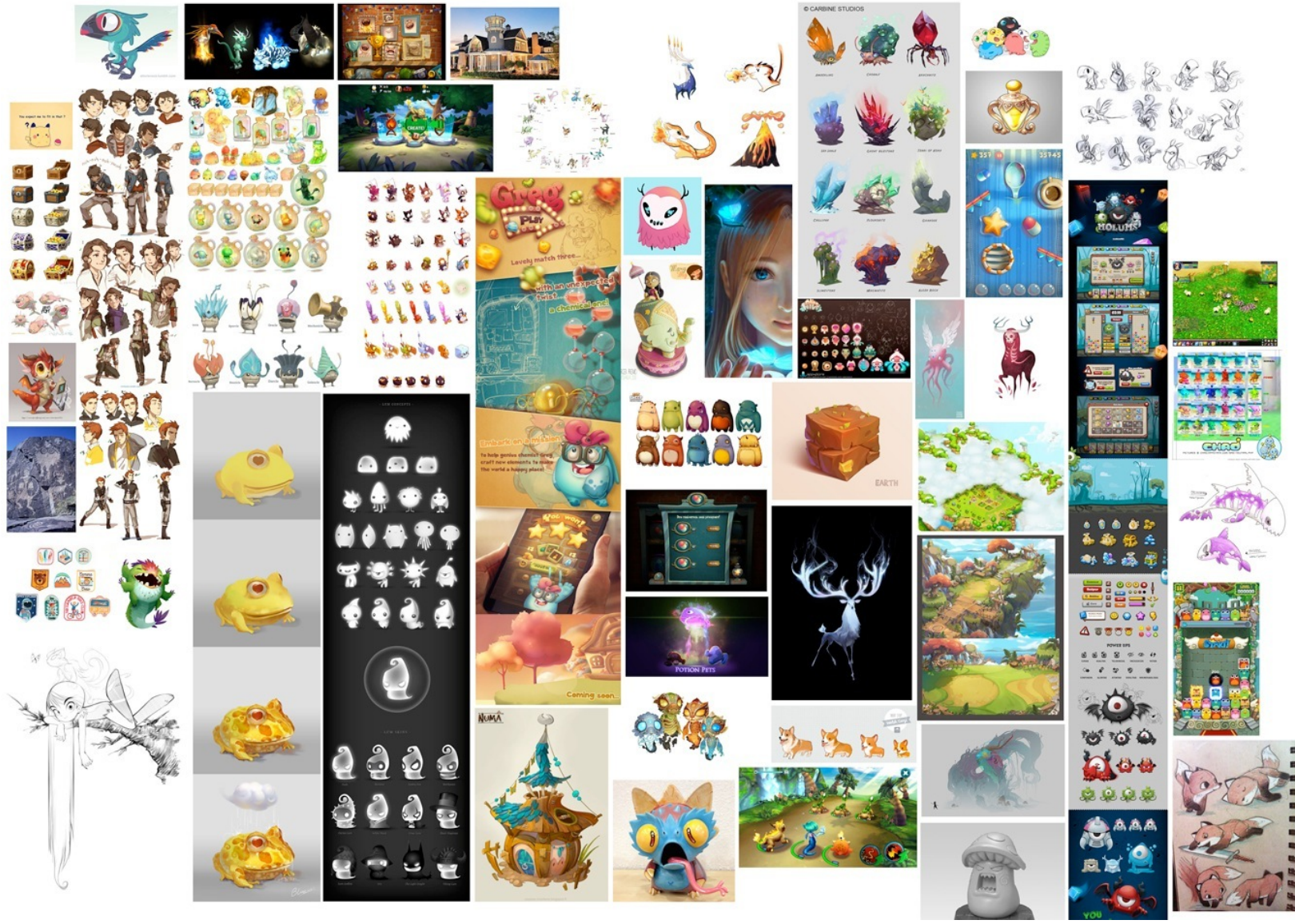
Concept #2- Potion Pets

- Create and Battle pets that you craft yourself!

COMPULSION
LOOP



Concept #2- Potion Pets



Disney
INTERACTIVE



Concept #2- Potion Pets



Concept #2- Potion Pets





FIN